

Date: Mon, 8 Nov 2004 08:52:14 -0800 (Z)
To: tiangotlost@gmail.com
From: "swoosh" <swoosh@custhelp.com>
Reply-To: "swoosh" <swoosh@custhelp.com>
Subject: Nike Basketball with LeBron James [Incident: 041107-000206]

Thank you for contacting Nike. Below is a summary of your message and our response. We appreciate the opportunity to be of service to you.

Response (Kim) - 11/08/2004 08:52 AM
Dear Tian,

We welcome constructive comments concerning our advertising and appreciate that you took the time to contact us.

We will forward your comments to our Advertising Department for their consideration. Consumer observations do have a vital impact on our market research and marketing techniques.

Sincerely,

Kim
Nike

Customer (Tian) - 11/07/2004 10:59 PM
Dear Nike Corporation,

In your latest ad campaign "Lebron James in the Chamber of Fear", I have noticed it was done in a "trans-cultural" theme with adaptation of some Chinese influences.

It is my deepest regret to point out that the slogan used in your campaign indeed says "extinguish fire but with base", which it sounded very similar to an ad about antifungal medication. Also, several of the Chinese characters are misspelled.

I have included the URL of my blog entry for your ad department to verify:

<http://www.hanzismatter.com/2004/11/nikes-extinguish-fire-but-with-base.html>

sincerely,

Tian